F.Z.
8/29/07

Examiner's Amendment
The specification has been amended to include
the following abstract:

09/696,754

ABSTRACT

A computer-implemented networked commercial interaction management method

distributes information bundles that include values for a plurality of content attribute

descriptors and information fields characterizing commercial interactions. The content

attribute descriptors include business language definition descriptors that

specify the descriptive metadata of each of the information bundles, having at least one

keyword having at least one value. The method monitors the distribution, response and

manages the commercial interactions between networked users. Based on the keyword

and the business language definition descriptors, the method derives traffic statistics

based on the distribution and the response from the networked users via a statistics

engine.